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APR 28 2005

Serial No. 09/754,182  
28 Apr 2005 Reply to  
28 Oct 2004 Office Action

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 09/754,182  
Applicant: Robert Carl Silkey et al.  
Filed: January 3, 2001  
Title: **SYSTEM AND METHOD  
FOR NETWORK BASED  
MARKETING**  
Art Unit: 3622  
Examiner: Jean D. Janvier  
Docket No.: 111109-001-US

Certificate of Transmission (37 C.F.R. §1.8a)

I hereby certify that this paper is being transmitted by facsimile on the date shown below to the United States Patent & Trademark Office centralized facsimile number (703) 872-9306.

April 28, 2005 Shari Herron  
Date Shari Herron

Reply Under 37 C.F.R. § 1.111

MAIL STOP AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

This communication is in response to the Office Action mailed October 28, 2004. Allowance of the above identified application is respectfully requested in view of the following Amendment and Remarks, where:

**Amendments to the Claims** begin on page 2 of this paper; and  
**Remarks** begin on page 5 of this paper.